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# Activities of the Department of Public Information: strategic communications services

## Report of the Secretary-General

*Summary*

The present report, prepared in response to General Assembly resolution 71/101 B, provides a summary of the key advances made by the Department of Public Information from September 2016 to February 2017 in promoting the work of the United Nations to the global audience through its strategic communications services.

As part of those services, one of the three subprogrammes of the Department, implemented by its Strategic Communications Division, the Department develops and implements strategies for communicating United Nations messages on priority issues. The Division also manages the Department's network of more than 60 field offices. As the secretariat for the United Nations Communications Group and its task forces, the Division seeks to strengthen the coordination of communications throughout the United Nations system.

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# I. Introduction

1. In its resolution 71/101 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information, submitted for consideration by the Committee on Information at its thirty-eighth session, and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. The General Assembly also called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee advised the Department to present the information requested in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach and knowledge services.

3. The present report covers the Department's thematic campaign activities and highlights its strategic approach. Section II contains a summary of the Department's communications campaigns on key issues and section III a discussion of the activities of the network of United Nations information centres, including their multilingual work.

4. Unless otherwise indicated, the report covers the activities of the Department from September 2016 to February 2017.

# II. Communications campaigns

## A. Social and economic development

5. As the first anniversary of the adoption of the Sustainable Development Goals was marked, the Department led a United Nations system-wide umbrella campaign to promote implementation globally. Building partnerships with the advertising, mobile phone, entertainment and media industries, the Department reached new audiences with creative communications strategies and digital tools. In collaboration with the GSM Association, it developed a smartphone application, SDGs in Action, through which users can collectively support the achievement of the Goals. Since its launch in late September, the application has been downloaded some 40,000 times and will be made available in five additional languages in 2017.

6. During the seventy-first session of the General Assembly, the Department, in collaboration with the Office of the President of the General Assembly and the PVBLIC Foundation, hosted a media zone to engage with the global online community on the Goals. The Department contributed substantially to the week-long programme, providing content and assisting in editorial planning. Goal advocates, senior United Nations officials, celebrities and other partners participated in interviews and dialogues, which were all streamed live on United Nations Television.

7. In a significant new strategic partnership, the world's six biggest communications companies — Dentsu, Havas, Interpublic Group, Omnicom Group, Publicis Groupe and WPP — have agreed to work with the Department to raise awareness of the Goals by developing global communications campaigns under the "Common Ground" initiative.

8. Key to global outreach on the Goals, United Nations information centres and information offices around the world undertook a wide range of promotional activities with local partners. Among them were the following:

(a) The United Nations system in Senegal, with the United Nations Information Centre in Dakar, branded a bus with the Goals icons to celebrate United Nations Day. That and another 20 buses toured Dakar and its suburbs for a fortnight in October to promote the Goals. A young Senegalese rapper contributed a song about the Goals to the campaign;

(b) The United Nations Information Office in Minsk supported a national system-wide campaign entitled "Inclusive Belarus: leaving no one behind in achieving the Sustainable Development Goals", with activities ranging from exhibitions and round tables to talk shows and film screenings, with the participation of regional authorities, non-governmental organizations, educational institutions and the private sector;

(c) In September, the United Nations system in the Islamic Republic of Iran and the United Nations Information Centre in Tehran launched a countrywide public awareness campaign entitled "Together for the Sustainable Development Goals", involving Iranian celebrities, through social media and the display of large billboards with Goal messages in Persian at the central railway station, in collaboration with the municipal authorities, reaching millions of people;

(d) On United Nations Day, the United Nations Information Office in Tbilisi unveiled, in the city centre, an art installation of a Rubik's cube that featured the Goals to help viewers to visualize the impact of the Goals and the many ways in which they intersect;

(e) In September, the United Nations Information Centre in Tokyo supported a fashion show at which 17 of the top models in Japan stressed the importance of the Goals to some 31,000 guests and more than 1 million online viewers.

9. Departmental support for United Nations conferences relating to Goal themes resulted in wide outreach globally. The Department sent a multilingual team to the United Nations Conference on Housing and Sustainable Urban Development, held in Quito from 17 to 20 October, to assist with press conferences, media outreach, content generation and coverage on the ground on all United Nations social media platforms. The United Nations Information Centre in Bogota, which also serves Ecuador, provided communications support to the United Nations country team for the event and organized a workshop on the New Urban Agenda and the Goals for indigenous communities, as well as a session on learning the Goals in partnership with LEGO. More than 2,000 students participated in the events.

10. Several information centres organized activities at the beginning of 2017 to promote the New Urban Agenda. They included radio and television programmes, the production of videos and branded promotional materials, panel discussions, media and youth outreach and social media campaigns.

11. The Department developed and disseminated a communications package to all information centres to promote the Global Conference on Sustainable Transport, held in Ashgabat on 26 and 27 November, and a 20-member team provided on-site coverage of the event to amplify the media impact.

12. The Department also sent a multilingual team to the eleventh edition of the Internet Governance Forum, held in Jalisco, Mexico, from 6 to 9 December, to produce daily photographs, videos and digital cards for distribution to the United Nations system and on the Goals social media accounts and website. A live interview with the Assistant Secretary-General for Economic Development was broadcast on the United Nations Facebook account, reaching more than 100,000 people.

13. The Department provided assistance at the thirteenth meeting of the Conference of the Parties to the Convention on Biological Diversity, held in Cancun, Mexico, from 4 to 17 December, by producing daily stories, videos and images that were distributed on all social media platforms. Live social media coverage was done on a daily basis and two live broadcasts reached more than 200,000 people.

14. The issue of gender equality and the empowerment of women and girls was highlighted through many initiatives. The Department supported the launch of the first university parity report under the IMPACT 10x10x10 initiative, part of the HeForShe campaign, and created media opportunities around the high-level partnership event organized by the Every Woman, Every Child initiative. It also assisted the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women) in the organizations of events to mark the International Day for the Elimination of Violence against Women and the related 16 days of activism, including through activities led by information centres.

15. It similarly highlighted the International Day of Persons with Disabilities by producing multimedia products, including videos, blog posts and social media cards, that were shared through the Department's media outlets, the Goals website and social media platforms.

16. Supporting the Office of the Envoy of the Secretary-General on Youth, the Department helped to organize media opportunities around International Youth Day and supported the Office during the launches of the inaugural class of Young Leaders for the Sustainable Development Goals and the #NotTooYoungToRun campaign, organizing media interviews and social media opportunities.

17. The Department worked closely with the World Health Organization, the Food and Agriculture Organization of the United Nations and the World Organization for Animal Health to support media opportunities, including the development and dissemination of press materials, the organization of interviews and press conferences and logistical support, around the high-level meeting of the General Assembly on antimicrobial resistance. The Department also worked with the Joint United Nations Programme on HIV/AIDS to organize media outreach for World AIDS Day.

## B. Climate change

18. Among the recent major achievements of the Organization, the Paris Agreement, adopted in 2015, continued to be a key focus of the Department's work. The Department highlighted across its multimedia platforms the high-level event towards the entry into force of the Agreement on 21 September, the event with representatives of civil society on the entry into force of the Agreement on

5 November and the Climate Change Conference held in Marrakech, Morocco, in November. In Marrakech, the Department coordinated the interviews given by the Secretary-General to global media. His statement on the Agreement was well echoed by major media outlets. The United Nations Information Centre in Rabat worked closely with the local organizers of the Conference and was part of the Department's team, together with its counterpart in Tunis, that created web and social media content and engaged with other information centres in the region.

19. Other information centres also focused attention on climate change. In Lagos, Nigeria, for example, jointly with a youth organization, the Centre organized a simulation of climate change negotiations. It intends to continue to use the simulation exercise as a way of creating awareness of the Paris Agreement and climate change issues among young people in Nigeria.

## C. Human rights

20. The Department works closely with the Office of the United Nations High Commissioner for Human Rights (OHCHR), the Special Advisers on the Prevention of Genocide and the Responsibility to Protect, the Special Representative of the Secretary-General on Violence against Children, the Special Representative of the Secretary-General on Sexual Violence in Conflict and special rapporteurs to promote human rights. Equality and non-discrimination are also promoted as part of the sustainable development agenda.

21. In the context of the outreach programme on the Rwanda genocide, the Department organized two film screenings at Headquarters: that of *The Uncondemned*, on the landmark judgment issued by the International Criminal Tribunal for Rwanda on rape as an act of genocide, in October, and that of *A Snake Gives Birth to a Snake*, on post-conflict reconciliation, on the International Day for Tolerance, in November. The annual observances of the International Day of Commemoration and Dignity of the Victims of the Crime of Genocide and of the Prevention of This Crime (9 December) and the International Day for the Elimination of Racial Discrimination (21 March 2017) also served and will serve, respectively, as opportunities to raise awareness of the dangers of racism and prejudice and the importance of the responsibility to protect.

22. The Department continued to contribute to commemorating special observances. It worked closely with OHCHR to promote the "Stand up for someone's rights today!" campaign, launched on Human Rights Day, through special events, the United Nations website and social media. It organized a film night on people of African descent on 8 December (see para. 23 below) and helped to promote a special event organized by OHCHR at Hunter College, New York, on 9 December. The Human Rights Day website maintained by the Department received almost 150,000 unique page views in the six official languages of the United Nations during the first half of December. On social media, the Department promoted a live Facebook session with the United Nations High Commissioner for Human Rights, which received more than 85,000 views, and launched an account on Medium, an online publishing platform developed by Twitter. Around the world, events and outreach activities to mark the Day were organized by information centres in many locations, including Beirut, Brazzaville, Brussels, Dakar, Dhaka,

Geneva, Harare, Islamabad, Jakarta, Lagos, Lusaka, New Delhi, Rio de Janeiro (Brazil), Tehran, Vienna and Yerevan.

23. For the International Decade for People of African Descent, the Department disseminated, in print and online, a booklet providing an overview of the Decade in the six official languages and Portuguese. It also produced a five-minute promotional video. A new documentary on descendants of slaves in Cuba will be produced early in 2017. Special events organized or supported by the Department included a film night at Headquarters on 8 December featuring short films by producers of African descent followed by a panel discussion, a youth video contest organized by the United Nations country team in Uruguay, a student workshop hosted by the United Nations Information Office in Yerevan and joint activities and a publication by the United Nations Information Centre in Lima, the United Nations Educational, Scientific and Cultural Organization and the Ministry of Culture of Peru. A joint exhibit with the Department's Remember Slavery programme will be offered to information centres early in 2017.

24. The Department continued to disseminate information pertaining to dialogue among civilizations and the culture of peace and organized or supported special observances aimed at promoting messages of peace, human rights, respect for diversity, non-violence and tolerance. In addition to the above-mentioned international days and activities, the Department also promoted messages of social inclusion and equality on the International Day of Democracy (15 September), with a focus on building peaceful and inclusive societies for sustainable development, and on International Migrants Day (18 December), aimed at highlighting the benefits of migration and changing negative attitudes towards migrants. The annual treaty event (19-23 September), devoted to the topic of human mobility, was promoted by the Department through press releases and daily updates to the media, highlighting the importance and benefits of multilateral cooperation for international peace.

## D. Special information programme on the question of Palestine

25. As part of the General Assembly-mandated special information programme on the question of Palestine (see resolution 70/14), the Department organized its annual training programme for Palestinian journalists from 7 November to 8 December. Nine Palestinian media practitioners participated, bringing the total number of journalists benefiting from the training programme to 180. The first part of the programme included two weeks at Headquarters, where the journalists met the Secretary-General and senior officials and diplomats, and a week in Washington, D.C., where they met representatives of the Government of the United States of America and visited several major media organizations, think tanks and non-governmental organizations. The group then travelled to Doha for a hands-on two-week training course on television journalism and digital media, hosted by the Al Jazeera Media Training and Development Centre. This part of the training programme was made possible by a pro bono contribution by the Al Jazeera Media Network.

26. For the observance of the International Day of Solidarity with the Palestinian People, the Department worked with the Department of Political Affairs to provide communications support for a special event held at Headquarters on 29 November. It included a special meeting of the Committee on the Exercise of the Inalienable

Rights of the Palestinian People and the launch of an exhibit accompanied by a Palestinian dance performance. United Nations information centres and information offices in Addis Ababa, Ankara, Bogota, Brussels, Canberra (Australia), Dakar, Dar es Salaam (United Republic of Tanzania), Dhaka, Geneva, Moscow, Nairobi, New Delhi, Ouagadougou, Rabat, Prague, Pretoria, Tehran and Vienna also organized activities in commemoration of the Day.

## E. Decolonization

27. The Department began work on the translation and production of the print version of the recently updated leaflet on what the United Nations can do to assist Non-Self-Governing Territories. It also promoted activities to mark the fifty-sixth anniversary of the adoption of the Declaration on the Granting of Independence to Colonial Countries and Peoples in December by means of print and electronic media, including its social media accounts and the network of information centres.

## F. New Partnership for Africa's Development

28. As part of efforts coordinated by the United Nations to mobilize support for economic development, peace and security in Africa, the Department, working in close collaboration with the Office of the Special Adviser on Africa, the Economic Commission for Africa and the New Partnership for Africa's Development (NEPAD) Planning and Coordination Agency and its African Peer Review Mechanism, publicized and promoted African issues through its magazine *Africa Renewal/Afrique Renouveau* and Africa Renewal Online in both English and French. It also continued to promote the aims, priorities and achievements of the NEPAD Planning and Coordination Agency.

29. In October, the Department organized media activities, including press interviews and a media briefing with senior United Nations officials, to support the annual Africa Week, held on the margins of the special debate of the General Assembly on Africa. Under the theme "Strengthening partnerships for inclusive sustainable development, good governance, peace and stability in Africa", the Department provided live tweets and regular updates on high-level events on its social media platforms. United Nations officials discussed issues pertaining to the renewed global partnership for entrenching good governance and the rule of law in Africa and the implementation of the Sustainable Development Goals and Agenda 2063: The Africa We Want.

30. The Department also organized the annual media breakfast round table with the Chief Executive Officer of the NEPAD Planning and Coordination Agency, in New York, on the theme "Derisking infrastructure investment in Africa", with the participation, for the first time, of representatives of the Continental Business Network, including some of the top business leaders in Africa. The media used the opportunity to engage with senior NEPAD officials and participants from the private sector on efforts to boost investment in Africa, especially in infrastructure. The Department developed a special web page on its website (www.un.org/africarenewal/) to Africa at the General Assembly, which was populated with regular updates,

including the official speeches, statements and activities of African leaders during the general debate.

31. The Department provided the African Union with technical and editorial assistance in the production and publication of its newsletter, the 2016 edition of which was focused on women's rights and human rights. The syndicated news features service of *Africa Renewal/Afrique Renouveau* continued to expand in 2016. Between August and December, 26 of the magazine's articles were republished in both English and French 238 times in more than 50 media outlets in Africa and worldwide.

32. To respond to increasing reader interest in stories on Africa that are usually not covered by the mainstream media, the August-November issue of *Africa Renewal/ Afrique Renouveau* was focused on the growth of African democracy, featuring stories on the launch of a pan-African passport, elections, India-Africa relations, green industrialization, gender, the role of civil society in a democracy and climate change. Rethinking the continent's health-care systems was the theme for the December 2016-March 2017 issue, and topics included gains made in efforts to combat malaria and HIV/AIDS, mental illness, the medical brain drain, health insurance and the burden of lifestyle diseases. The edition also covered the global commodity price crash and its impact on African economies, the plight of African migrants in search of better lives in Europe and Moroccan investment in sub-Saharan Africa. The Department will participate in the eighteenth session of the Regional Coordination Mechanism for Africa, to be held in Dakar in March 2017, on implementing Agenda 2063 and the 2030 Agenda for Sustainable Development. The Mechanism's advocacy and communications cluster, of which the Department is a member, has adopted a communications plan of action covering the period 2016-2017.

33. The Department collaborated with Chinese universities to launch the first online edition of *Africa Renewal* in Chinese. In collaboration with the Office of the Special Envoy on Youth, the Department produced a special edition on young people, examining unemployment, education, reproductive health, migration, gender and political participation.

34. To increase the readership of the magazine, the Department added more dissemination platforms, including iTunes, Zinio and PressReader, and began to produce podcasts and brief videos on the magazine's website. Social media accounts showed significant growth. For example, between 1 August and 20 December, the number of followers on the magazine's Twitter accounts rose by 13 per cent for the French-language account and 10 per cent for the English-language account (see table).

**Increased social media attention on *Africa Renewal/Afrique Renouveau***

| *Platform* | *December 2015* | *December 2016* | *Increase (percentage)* |
|---|---|---|---|
| Twitter (number of followers): | | | |
| @africarenewal | 81 800 | 89 712 | 10 |
| @ONUAfrique | 49 300 | 56 537 | 15 |
| Facebook (number of likes): | | | |
| *Africa Renewal* | 6 145 | 8 021 | 31 |
| *Afrique Renouveau* | 2 802 | 3 262 | 16 |

## G. United Nations peace operations

35. In support of the United Nations flagship activity, peace support operations, the Department collaborated closely with the Department of Peacekeeping Operations, the Department of Field Support and the Department of Political Affairs to strengthen communications outreach on the key peace and security challenges before the Organization.

36. The Department worked with partners at Headquarters and in the region to promote improved understanding of United Nations political efforts and the humanitarian response in the Syrian Arab Republic and neighbouring countries, participating in regular meetings of the Inter-Agency Task Force for the Syrian Crisis led by the Department of Political Affairs and the weekly videoconferences chaired by that Department. The Department also directly supported the Office of the Special Envoy of the Secretary-General for Syria by deploying a staff member to its communications office. The Department issued a weekly public information product, entitled "Syrian crisis: United Nations response", to provide a snapshot of the latest United Nations activities to address the crisis.

37. As diplomatic efforts by the Special Envoy continued with a view to bringing about a cessation of hostilities in Yemen, the Department covered his activities on its platforms. The activities of the United Nations system in support of peace efforts were compiled on a dedicated page on the United Nations News Centre site. The Department also participated in the strategic planning process for a possible strengthened United Nations presence in Yemen were a peace agreement to be signed.

38. The Department participated in the crisis management team meetings on South Sudan led by the United Nations Operations and Crisis Centre and supported communications by the Department of Peacekeeping Operations following the violence that broke out in July. As a core member of the planning team for the United Nations Mission in Colombia, it supported strategic communications efforts as a peace agreement was reached, modified and eventually ratified, including the onboarding and mentoring of public information staff for the Mission and the maintenance of the Mission's website in English and Spanish. It developed a strategic communications induction training module for all Mission personnel and a tailored media handling module for Mission leadership.

39. The Department provided strategic communications advice to the Office of the Special Coordinator on Improving the United Nations Response to Sexual Exploitation and Abuse and helped to design "no excuse" cards that will be distributed to peacekeepers. It monitored the implementation of the communications strategy that it developed on sexual exploitation and abuse directly with peacekeeping missions through regular web-based sessions and advocated a more proactive communications stance, encouraging senior United Nations leaders to speak out on sexual exploitation and abuse issues more frequently.

40. The Department established an inter-agency communications group to support communications engagement and ensure the coherence of key messages with regard to the joint military operations to retake Mosul, Iraq, from Islamic State in Iraq and the Levant, which began in October. It also participated in the biweekly crisis management team meetings on Iraq.

41. Following the adoption, in April, by the General Assembly and the Security Council of landmark resolutions on the review of the United Nations peacebuilding architecture (70/262 and 2282 (2016), respectively), the Department supported the efforts of the Peacebuilding Support Office to raise awareness of the new sustaining peace agenda. The Department provided communications support and coverage on its traditional and social media channels of the Peacebuilding Fund pledging conference held in September.

42. In close collaboration with the Department of Peacekeeping Operations, the Department co-managed the peacekeeping website (www.un.org/peacekeeping) in the six official languages. The joint web editorial board met regularly to cover issues relating to the maintenance and development of the website, aimed at improving the quality of visual and content presentation, and enhanced use of social media platforms. The Board is developing a new web platform for field missions, on which 26 missions are already live.

43. The Department delivered a digital communications training course for regional missions in the Middle East, including the United Nations Interim Force in Lebanon, the Office of the United Nations Special Coordinator for Lebanon, the United Nations Disengagement Observer Force and the United Nations Truce Supervision Organization. It finalized a draft of a policy on strategic communications and public information for peacekeeping operations after extensive consultations with public information staff from field missions. It will develop a modified version of the policy for special political missions.

44. The Department continues to use the media outreach and social media capacities of the global network of information centres to amplify messages from peacekeeping operations and Headquarters to promote the contributions and sacrifices of individual troop- and police-contributing countries to their local audiences in their local languages. Such efforts were conducted on 39 occasions, targeting 21 Member States.

## H. Counter-terrorism

45. To foster better public understanding of the work of the multiple United Nations counter-terrorism bodies, the Department continued to update the website on United Nations action to counter terrorism. To enhance coherence and coordination on strategic communications relating to preventing violent extremism, a new working group on strategic communications, co-chaired by the Department, was established in late 2016. The Department also participated in a project aimed at training and building the capacity of the media and establishing a communications strategy for victims of terrorism to amplify their voices.

## I. Disarmament

46. The Department assisted in updating the websites for the International Day against Nuclear Tests and the International Day for the Total Elimination of Nuclear Weapons.

## J. Zika virus

47. The Department worked closely with the World Health Organization and provided strategic communications support for the United Nations system response to the Zika virus and its associated complications. It chaired the regular system-wide communications calls on health crises and outbreaks to ensure that the system was speaking with a consistent voice on the subject, which was particularly important in November when the public health emergency of international concern was ended.

## K. Addressing large movements of refugees and migrants

48. In preparation for the high-level plenary meeting on addressing large movements of refugees and migrants, held on 19 September, the Department established and co-chaired an inter-agency communications group to develop and implement a strategy and produce system-wide key messages. It also coordinated press conferences, background briefings and interviews with key United Nations officials and produced communications products and a website in the six official languages. The information centres provided global outreach in the run-up to the campaign. The Department produced a media monitoring and analysis report on communications outreach for the meeting.

49. As one of the key outcomes of the meeting, the Department led the conception of the campaign entitled "Together — respect, safety and dignity for all", a global campaign to change negative perceptions and attitudes towards refugees and migrants and strengthen the social contract between host countries and communities and refugees and migrants. The Department developed branding, a website and digital content in the six official languages and is establishing a wide range of partnerships with international institutions, civil society and the private sector. It has coordinated a global series of events through its field offices to disseminate the message and seek action at the community and national levels.

50. For example, in the lead-up to the meeting, the United Nations Regional Information Centre for Western Europe, located in Brussels, in partnership with the Office of the United Nations High Commissioner for Refugees (UNHCR) and the International Organization for Migration, organized a pop-up street art campaign in Belgian cities aimed at raising awareness of the plight of refugees and migrants, with a clear message to Governments to take immediate action. The United Nations Information Centre in Rio de Janeiro produced a documentary on refugees and migrants who came to Brazil for a new life and highlighted the challenges of the refugee and Paralympic teams who participated in the Olympic Games held in Rio de Janeiro in 2016. The video was recorded in Portuguese with English subtitles.

51. A number of information centres and services, including those in Dhaka, Geneva, Pretoria and Washington, D.C., supported the International Organization for Migration with regard to the Global Migration Film Festival in December, co-branded under the campaign entitled "Together — respect, safety and dignity for all".

**Media monitoring and analysis of the communications outreach for the high-level plenary meeting**

52. The purpose of the media analysis was to assess the worldwide media coverage of the issue of refugees and migrants around the time of the high-level plenary meeting. The analysis was intended to determine the ability of the Department to raise media awareness of the meeting, based on the reach and effectiveness of its communications activities. The Department's Evaluation and Communications Research Unit, with support from the information centres, monitored the visibility and level of favourability of press coverage both towards the Organization and the issues raised at the meeting, as well as coverage of key United Nations communications messages and spokespeople in the global media. The analysis was based on industry standard methodologies and drew on the Department's unique breadth of language and local media knowledge from the information centres. The key findings were as follows:

(a) Major intergovernmental events such as summit meetings remain strong drivers for traditional media coverage worldwide;

(b) Media outreach efforts pay-off: targeted outreach combined with the broad distribution of high-quality materials influences tonality. The exclusive press briefing organized by the Department to wire services and the wide distribution of press releases, together with regular press briefings, media appearances and materials for social media, were all worthwhile investments and helped to shape the tone of the coverage;

(c) Messaging is critical: clear, succinct and non-prescriptive key messages generate coverage and influence tonality. The pickup of key United Nations messages was strong, with 48 per cent of the media carrying at least one key message. The most popular message, including in Europe, where pickup was lower, was that the challenge of addressing large movements of refugees and migrants is not insurmountable, if we approach international cooperation in a spirit of shared responsibility;

(d) Branding matters: the name given to the event brought visibility to both the Organization's commitment to the issue and the words "refugees" and "migrants";

(e) Location and timing have an impact on the visibility of the United Nations in relation to a certain event and/or issue: the visibility of the Organization in the media coverage was high, in line with previous analyses of summit meetings held at the time of the opening of the session of the General Assembly.

## L. Social media

53. With social media a key communications tool for the United Nations in the digital era, the Department interacted with social media followers and provided behind-the-scenes images of the work of the Organization across the major global platforms, including Facebook, Flickr, Google+, Instagram, Snapchat, Tumblr, Twitter, VK, WeChat, Weibo and YouTube. United Nations messages are seen on social media by more than 16 million people each day. The Department is finalizing a Secretariat-wide process to draft policies on the use of social media and has

disseminated guidance documents, organized informational events on social media topics and themes and played a leading role in the coordination of social media initiatives for the United Nations system.

54. The number of followers of the Organization's Twitter account in English has increased steadily and currently stands at more than 8 million. Some of the most viewed topics were the Sustainable Development Goals, including action on the Paris Agreement; the Organization's responses to the global migrant and refugee situations; the crises in the Central African Republic, Haiti, Mali, the Syrian Arab Republic and Yemen; and the question of Palestine. Similar results were seen on the English-language Facebook and Google+ accounts, which together have more than 8 million fans. The Department continues to see impressive growth on its Instagram account, which is expected to surpass the 1 million follower mark in 2017.

55. During the high-level week of the General Assembly, the Department worked with the United Nations Children's Fund and social media platform representatives from Facebook, Instagram, Snapchat, Twitter and Weibo to create a dedicated social media space for world leaders and high-level participants to create special "digital-only" multilingual content, which was highly popular with fans and followers online. Building on lessons learned in September, a similar space was created at the Climate Change Conference held in Marrakech.

# III. Information centre services

## A. Multilingualism

56. The global network of information centres communicates with local audiences in their languages for greater impact and reach. The centres published information materials in 66 languages[1] and prepared, recirculated and often translated press releases and summaries thereof, fact sheets and other information materials and content emanating from Headquarters or the United Nations system locally. They produce newsletters in 15 languages, on a weekly, monthly, bimonthly or quarterly basis.

57. The information centres have translated the Sustainable Development Goals, including the icons, into 50 languages. In an innovative effort, the Information Centre in Accra partnered with Ghana Braille Press, of the Ministry of Education, to produce the Goals in Ghanaian Braille.

58. Of the 59 information centre websites, 31 use local languages. A total of 54 centres have Facebook accounts, of which 16 are in local languages, while 53 have Twitter accounts in 22 local languages and 39 have YouTube in 8 local languages. The centres also used other social media platforms such as Aparat, Flickr, Flipboard,

[1] Afrikaans, Akuapem Twi, Armenian, Asante Twi, Bahasa Indonesia, Bangla, Belarusian, Bemba, Czech, Dagaare, Dagbani, Dangme, Danish, Dutch, Ewe, Fante, Filipino, Finnish, Fulfulde (Burkina Faso), Fulfulde (Cameroon), Ga, Georgian, German, Gonja, Greek, Gulmacema, Hausa, Hiligaynon, Hindi, Hungarian, Icelandic, Italian, Japanese, Kazakh, Kiswahili, Malagasy, Ndebele, Norwegian, Nyanja/Chinyanja, Nzima, Persian, Polish, Portuguese, Quechua, Sepedi, Sesotho, Setswana, Shona, Sinhala, Siswati, Slovak, Slovene, Swedish, Turkish, Tamil, Telugu, Twi, Ukrainian, Urdu, Uzbek, Venda, Wolof, Xhosa, Xitsonga, Yoruba and Zulu.

Google+, Instagram, LinkedIn, Livestream, Periscope, Pinterest, SlideShare, Snapchat, Telegram, Tumblr, Vimeo, Vine and VK.

59. Some information centres also produced their own radio and television programmes, while others distributed United Nations Television/Radio productions, which were broadcast in a variety of languages.

60. As part of its activities to promote multilingualism, the United Nations Information Centre in Moscow convened, in November, the seventh annual translation workshop for representatives of universities that are parties to the memorandum of understanding with the Secretariat on cooperation in the field of training Russian translators and interpreters for future work in international organizations.

## B. Strengthening outreach activities to Member States outside the United Nations information centre network

61. The Department's membership of the Working Group on Communications and Advocacy, part of the United Nations Development Group, has allowed United Nations country teams in countries that are not serviced by an information centre to take full advantage of the communication guidance and support that the Department makes available to the centres.

62. The Department, through the United Nations Information Office in Almaty, collaborated closely with the United Nations Regional Centre for Preventive Diplomacy for Central Asia in Ashgabat on joint efforts, including the promotion of the Sustainable Development Goals, the United Nations Academic Impact, model United Nations, issues relating to counter-terrorism and extremism, nuclear non-proliferation and building the capacities of young people and journalists in Turkmenistan. The United Nations Information Centre in Rio de Janeiro and the United Nations Regional Information Centre for Western Europe, located in Brussels, regularly collaborate with the United Nations Integrated Peacebuilding Office in Guinea-Bissau, especially on content in Portuguese.

## C. International observance days

63. International observance days have helped information centres to collaborate and strengthen partnerships with a wide variety of partners. For the International Day of Peace (21 September), the United Nations Information Centres in Pretoria and Windhoek collaborated on the #PeacePals project, encouraging high school students to write to one another about peace and the Sustainable Development Goals, specifically Goal 16.

64. To mark the beginning of the 16 days of activism against gender-based violence, in November, the United Nations Information Centre in Nairobi, in collaboration with UN-Women, the United Nations Population Fund and the Ministry of Public Service, Youth and Gender Affairs, organized a campaign against female genital mutilation in northern Kenya.

65. The United Nations Information Service in Geneva, in collaboration with OHCHR, organized a live Facebook session with the United Nations High Commissioner for Human Rights on Human Rights Day. The video had close to 90,000 views and more than 9,000 reactions, comments and shares. In the run-up to the Day, the United Nations Information Centre in Islamabad and the High Commission of Canada to Pakistan organized a panel discussion to raise awareness of transgender, health and human rights.

## D. Strengthening United Nations information centres through strategic support and by enhancing capacities and building synergies

66. To maximize impact and address resource constraints, the Department is creating stronger synergies among the information centres, relying on the larger centres to further support information offices in their regions. It also uses all available means to maintain regular interaction through e-mail, teleconferences, online meetings, in-person visits and training and workshops.

67. In partnership with the United Nations Foundation, the Department organized a workshop in November to strengthen the capacity of the information centres to promote the Sustainable Development Goals. Nineteen directors met at Headquarters to discuss how they could enhance public understanding of the Goals and the broader work of the Organization. As part of the project, national information staff from nine French-speaking African centres met for a workshop at the United Nations Information Centre in Dakar in December. They shared experiences, needs, challenges and opportunities with experts from the region, and from Headquarters and peacekeeping offices online. The workshop strengthened synergies among the centres in the region and around the French language with the Department's French-language teams located at Headquarters and in Geneva and Brussels.

68. Building on the positive results achieved in 2015, the Department invited four information centre staff members to assist its social media team during the high-level events in September and provided training and hands-on experience.

69. The Department continued to use online meetings to interact with information centres on programme issues and administrative and finance topics, as well as for training. In 2016, 92 live briefings (40 programmatic, 31 administrative and 21 training/other) were held, reaching more than 1,000 participants, including journalists and members of the United Nations country teams and communications groups. Recent sessions included orientation programmes for new staff, training on photography for effective communications, media monitoring for the high-level plenary meeting on addressing large movements of refugees and migrants and the Leadership Dialogue.

## E. Working with United Nations country teams and system entities

70. Information centres continue to be central to the communications work of United Nations country teams, guided by the concept of communicating as one. They often take the lead in developing strategies for the joint commemoration of

international days, launches of reports, engagement with a wide and diverse local audience and the promotion of the specific activities of country team members in the country and visits of senior United Nations officials.

71. The offices located in Brussels, Geneva, Nairobi and Vienna provide strategic communications and public information support to agencies, funds and programmes of the United Nations system and lead system communications in multiple ways. Those in Geneva, Nairobi and Vienna manage visitor services, provide guided tours, arrange briefings for visiting groups, manage outside speaking arrangements, handle media accreditation for United Nations conferences and press conferences and lead local communications groups.

72. The United Nations Regional Information Centre for Western Europe, which is located in Brussels and serves 22 Western European countries in 13 languages, partnered with intergovernmental bodies based in Brussels, including entities of the European Union, to highlight United Nations issues. For example, on United Nations Day, it, with the United Nations system in Belgium, the Ministry of Foreign Affairs and the United Nations Association, worked together on educational outreach on the work of the United Nations and the Sustainable Development Goals and, during the week of events surrounding the Day, an exhibit to promote a campaign for action to attain the Goals in the European Parliament.

73. The United Nations Information Service in Geneva provides television, radio, webcast, multimedia, press and visitor services to the United Nations Office at Geneva. Since September, it has supported the organization of 93 press conferences and chaired 38 biweekly press briefings, including on major United Nations-brokered political talks, such as on Cyprus and the Syrian Arab Republic. It launched a project to create multimedia content on the work undertaken by the United Nations and its partners in Geneva to support the global development agenda.

74. The United Nations Information Service in Vienna raised awareness about the work of the United Nations in Austria, Hungary, Slovakia and Slovenia. In Hungary, for example, it coordinated activities on the Goals and the "Together — respect, safety and dignity for all" campaign with the growing number of United Nations offices in Budapest. In Austria, it coordinated activities such as a joint United Nations presence at the largest Austrian careers fair and at the open-house day of the Ministry of Foreign Affairs. It leads the communications group and launched a common web portal in English and German for the United Nations family in Vienna that provides a comprehensive overview of the work of the United Nations system in Vienna and how it contributes to sustainable development and peace. It has worked closely with the UNHCR office in Austria and the United Nations Office on Drugs and Crime on promoting the "Together — respect, safety and dignity for all" campaign, including a visit in December by the Secretary-General to a restaurant in Vienna run by Austrians and Syrian refugees.

75. Information centres worked with United Nations system entities in many other ways. For example:

(a) The Information Centre in Ankara organized press conferences for the visits in November of the Special Rapporteur on the promotion and protection of the

right to freedom of opinion and expression and the Special Rapporteur on torture and other cruel, inhuman or degrading treatment or punishment;

(b) The Information Centre in Cairo mobilized the media for the first high-level ministerial conference on women and achieving peace and security in the Arab region, held in September, organized by UN-Women and the League of Arab States;

(c) The Information Centre in Lagos provided communication support for a symposium in October on the United Nations and the Sustainable Development Goals organized by the United Nations system and the Ministry of Foreign Affairs;

(d) The Information Centre in Manama supported the Office for the Coordination of Humanitarian Affairs in the organization of the seventh Annual Conference for Effective Partnership and Information Sharing for Better Humanitarian Action, held for the first time in Bahrain, on 31 October and 1 November;

(e) The Information Centre in Nairobi supported the United Nations Development Assistance Framework "Delivering as one" exhibition in November and provided photographic coverage used widely by the traditional media and shared with the public on various online platforms;

(f) The Information Centre in Port of Spain created an exhibit on the Goals that was launched on United Nations Day by the United Nations country team in Trinidad and Tobago, in collaboration with the Ministry of Foreign and CARICOM Affairs;

(g) In support of UN-Women, the Information Centre in Rio de Janeiro produced a video in October to mark the International Day of the Girl Child, featuring a handball player and UN-Women programme participant, Raphaela Lacerda, discussing how sport had helped her and her team to overcome barriers;

(h) The Information Centre in Tunis provided guidance and assistance to the International Fund for Agricultural Development in the organization of the launch in December in Tunisia of the *Rural Development Report 2016: Fostering Inclusive Rural Transformation*;

(i) The Information Centre in Washington, D.C., provided strategic advice to visiting United Nations officials on media outreach. It also organized and brought together the United Nations system in the city at a presentation on peacekeeping, refugees, climate change and sustainable development to one of the largest African American church groups in the country (more than 2 million members) in October.

## F. Partnerships

76. The information centres have forged a range of partnerships to build support for and understanding and a sense of ownership of the ideals and work of the United Nations. In addition to traditional partners, such as Governments, non-governmental organizations, the media, educational institutions and the academic community, the centres are increasingly engaging with the creative community, cultural institutions, sports associations, faith-based groups and the private sector to raise awareness of key United Nations issues for greater results and impact.

77. Using their well-established partnerships with the media and their mobilizing power, information centres placed the appeal for peace issued by the Secretary-General on 1 January in a record 400 print, television, radio, online, social media and multimedia outlets in close to 40 countries. The appeal was issued in eight languages (the six official languages, Kiswahili and Portuguese) by Headquarters and translated into many local languages by centres.

78. The Director of the United Nations Information Centre in Buenos Aires was a keynote speaker during the Sustainable Brands Buenos Aires conference, held in September, which was focused on global forward-thinking business and brand strategies, marketing, innovation and sustainability professionals. Her presentation on the Sustainable Development Goals and the private sector to more than 1,000 people was widely echoed on social media.

79. The United Nations Information Centre in Beirut established partnerships with several media houses in Jordan and Lebanon to promote the Goals. In Jordan, for one year, the Ru'ya television channel will incorporate the Goals into all its networks and produce television spots, infomercials, intermission fillers and reports on them. The other agreements were with Petra, a Jordanian news agency, and State-run Jordanian television and radio stations, as well as with the *Al-Ra'iy* and *Jordan Times* newspapers. In Lebanon, the centre forged a one-year partnership with one of the country's most-read daily newspapers, *Al-Diyar*, to publish features on the Goals.

80. The United Nations Information Centre in Islamabad, in partnership with Agence France Presse, the European Union, the Embassy of France to Pakistan and the United Kingdom Department for International Development, organized a photo exhibition on the Goals in Pakistan to mark United Nations Day. The exhibition travelled to Lahore and Karachi.

81. To publicize the Goals, the United Nations Information Centre in Jakarta and the United Nations Communications Group in Indonesia partnered with Radio Elshinta and the *Arena 123* programme. In cooperation with one of the most popular social media networks in the country, Path, the Centre promoted the launch of the United Nations Environment Programme Wild for Life campaign in October. More than 3 million viewers clicked on the icon and photomorph application on the first day alone. The application was created in Bahasa Indonesia and Vietnamese. The digital campaign reached in excess of 3.2 million Path users in a week.

82. The United Nations Information Centre in Lagos engaged with Goodware Stitches to train 1 million young people and women on handling waste recycling equipment and machinery, jointly with the state authorities. The first training session is planned for the first quarter of 2017.

83. The United Nations Information Centre in Manila partnered with SM Prime Holdings and SM Mall of Asia in the launch of an exhibition on the Goals for United Nations Day. The exhibition included life-size cut-out photographs of 17 celebrities with the Goals icons and general information.

84. The United Nations Information Centre in Pretoria and the South African Institute of International Affairs hosted a Twitter party in Soweto, Johannesburg, on United Nations Day, with students from around the country engaging in an

interactive session with the Under-Secretary-General for Communications and Public Information. Some students were part of the model United Nations teams.

85. Museon, the science and culture museum in The Hague, Netherlands, inaugurated in October, is host to a new permanent exhibition, "One Planet", through a partnership between Museon, the municipality and the United Nations Regional Information Centre for Western Europe, located in Brussels. The exhibition consists of 17 interactive areas on the Goals in Dutch and English.

86. The United Nations Information Centre in Tokyo organized several activities to highlight the sixtieth anniversary of the Japanese membership of the United Nations, including lectures at universities, interviews with Japanese United Nations staff and a public service announcement, shown twice an hour every day during the year on giant screens in the busiest Tokyo neighbourhoods of Yurakucho, Shibuya and Harajuku.

87. The United Nations Information Centre in Tunis produced a book, *Tunisia and the United Nations: 60 Years in 60 Photos*, which was launched together with the Ministry of Foreign Affairs to mark the country's accession to the Organization.

88. The United Nations Information Centre in Washington, D.C., expanded its outreach to museums, including the National Museum of African American History and Culture, the Newseum, the Smithsonian and the United States Holocaust Memorial Museum. It established a partnership with the National Academy of Sciences and the Association of Science-Technology Centers that co-hosted on 10 November an event in the Academy's Science Museum to highlight citizen science, climate change and technology and marked the first international day designated to draw attention to the work of science centres and museums worldwide. The Centre is working to highlight Goal messaging through a permanent exhibit within the Museum and a travelling exhibit for the city's school system.

89. It also supported UNHCR and the Newseum to launch the Annenberg Space for Photography exhibit, *Refugee*, in November. It and the Newseum will cooperate on a series of programmes, planned to begin early in 2017.

## G. Outreach to young people

90. Building on partnerships forged with and to reach more young people, information centres have cooperated with educational institutions and youth groups on initiatives such as United Nations careers days, job fairs and on-the-job training programmes. Most centres offer internship or mentorship programmes.

91. The UN4U outreach programme continues to be an effective way to tell the Organization's story, reaching more than 100,000 students around United Nations Day and the related week. Some centres have regular briefings conducted at their premises and at educational institutions, targeting students and youth groups. In 2016, 46 centres briefed more than 180,000 young people and students at all levels in 38 languages, 5 of which were official languages of the United Nations.

92. The survey carried out for briefing participants in 2016, which measures the target audiences' understanding of the United Nations at the local level, showed that on average 90 per cent of respondents — most of them young people — indicated

an improved understanding. There were 3,200 responses, collected by 45 information centres.

93. Model United Nations programmes remain effective in engaging with young people on issues of global concern. More than 20 centres have organized model United Nations conferences worldwide, with some 12,000 students participating in 2016. The centres also provided training, lectures and support to organizers and information materials to participating students, as well as serving as adjudicators at the debates.

## IV. Conclusion

94. The Department develops, leads and implements communications campaigns on the priority issues identified by Member States and the Secretary-General. The two key campaigns for the period ahead are entitled "Sustainable Development Goals: 17 Goals to transform our world" and "Together — respect, safety and dignity for all". The Department uses social media and traditional communications tools to reach a broad audience, adapted and amplified by its global network of information centres.

95. The Department will expand its leadership of crisis communications, according priority to the key peace and security challenges on the Organization's agenda, including a strong focus on refugees and migrants. Through its leadership of inter-agency task forces, the Department will ensure communications coordination on emerging crises and priority issues.

96. The Department will continue to explore new tools, channels and strategic partnerships to promote the Sustainable Development Goals and other key United Nations initiatives and messages. Through the United Nations Communications Group, the Department will ensure coordination, collaboration and cohesiveness of messaging among the entities of the United Nations system.

97. The Department will also work to broaden and enhance the role of the information centres on issues in their respective regions and in local languages. Through the increased use of web-based briefings, the Department will seek to provide stronger coordination and sharing of information on key events and priority issues with field offices. This will include briefings by senior officials to United Nations country teams and the international media. The Department will also ensure that communications and administrative processes are effectively managed between Headquarters and field offices.

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# Activities of the Department of Public Information: news services

## Report of the Secretary-General

*Summary*

The present report, prepared in accordance with General Assembly resolutions 71/101 A and B, provides a summary of the key advances made by the Department of Public Information from September 2016 to February 2017 in promoting the work of the United Nations to a global audience through its news services.

News services is one of three subprogrammes of the Department and is implemented by its News and Media Division. Its objectives are to support the United Nations through high-quality, relevant and timely information products about the Organization's activities across multimedia platforms in multiple languages and to increase the geographic range and frequency of the use of its products by media outlets and other users.

The activities carried out under the other two subprogrammes of the Department, namely, strategic communications services and outreach and knowledge services, are described in separate reports of the Secretary-General (A/AC.198/2017/2 and A/AC.198/2017/4, respectively).

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# I. Introduction

1. In its resolutions 71/101 A and B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-eighth session, and requested that the Secretary-General continue to report to the Committee on the activities of the Department.

2. In the same resolutions, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach and knowledge services.

3. The present report, which covers the news and media-related activities of the Department, highlights progress made in the area of multimedia production, including radio, television, video, photography, print, Internet and social media. It also places emphasis on the use of multilingualism with respect to the Department's website and all content created by the Department, whether for digital or traditional platforms.

# II. News services

## A. Overview

4. The Department has begun to update its products to increase their impact on multilingual audiences through both traditional and social media platforms, partly on the basis of industry best practices in the digital media domain. Drawing on the expertise of major dissemination networks and training institutes in order to better understand the kinds of digital tools being introduced in newsrooms around the world, the Department has continued to incorporate multimedia skills into its workflows.

5. By utilizing new content-creation technology, including graphics, data visualization, podcasting and other digital tools, the Department has made its news coverage more mobile-responsive and tailored to new consumption habits. Content in each official United Nations language as well as Kiswahili and Portuguese is being migrated to an enhanced news platform that will provide a multidimensional and more intuitive and engaging user experience. The Department is constantly finding new ways to bring to diverse audiences the United Nations perspective on global events and is aware of the need to produce targeted content that can be easily shared, embedded and adapted into both official and non-official languages by United Nations offices, including United Nations information centres, around the world. For example, when the incoming Secretary-General recorded a New Year's Day video message on peace to be distributed across regions and in multiple languages, the Department ensured that a generic version was shared that could be customized into non-official languages for use across digital and social media platforms.

6. During the reporting period, the Department provided communications support for four major international conferences away from Headquarters: the United Nations Conference on Housing and Sustainable Urban Development, held in Quito in October 2016; the twenty-second session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Marrakech in November 2016; the Global Conference on Sustainable Transport, held in Ashgabat

in November 2016; and the fiftieth anniversary of the United Nations Conference on the Exploration and Peaceful Uses of Outer Space, held in Dubai in November 2016. The Department deployed multimedia and multilingual teams to provide coverage in the six official languages as well as Kiswahili and Portuguese and, at the Global Conference on Sustainable Transport, provided other services, including media accreditation.

7. In November and December 2016, at the request of the Committee on Information, the Department conducted an audience impact study to obtain information about its partnerships with global broadcasting stations and to assess their multiplying impacts on potential audiences. United Nations news teams interviewed a range of broadcast partners to collect direct feedback regarding audience reach and the methods and extent of the use and dissemination of the Department's products, and to gauge the overall satisfaction of the partners and their audiences with those products. A copy of the study can be made available to interested members of the Committee.

## B. Television

### Video production

8. The Department is modernizing its production of video content to better serve external media outlets through the updating of the on-demand and live streaming of video coverage and the creation of timely news videos and those that lend themselves to social media. More broadly, it is continuing its process of reviewing products and dissemination patterns, exploring more vigorous partnerships and co-production options, and drawing more on the narrative provided about United Nations field activities and accounts from beneficiaries of the Organization's actions and programmes.

9. Every long-form documentary or feature is now produced with a condensed trailer for social media purposes. More microvideos are being produced in connection with events, conferences and interviews for embedding in news stories. More short-form videos are being created for major United Nations observance and commemorative days, and are being produced in the six official languages. A redoubled effort is being made to tailor messages of the Secretary-General to social media and mobile viewing, as well as to produce them in multiple languages. It is routine for many of these videos to be shared without narration with United Nations information centres, which can then translate them into local languages.

10. The Department continues to produce video stories, both long- and short-form, for global dissemination through broadcast clients and the web and on social media communications platforms. These video features reflect United Nations priorities, including climate change, peace and security, human rights and the Sustainable Development Goals. The platforms on which they are made available include social media in multiple languages (such as YouTube, Twitter, Facebook and Sina Weibo), the United Nations Television channel (available in New York City through Spectrum, Channel 228), United Nations Web TV (www.webtv.un.org), United Nations Radio, the United Nations News Centre and other internal outlets.

11. The United Nations Television Section works closely with partners in the United Nations system to produce relevant and up-to-date content focusing on human stories that highlight the activities of the Organization in the field. Additional partnerships are being sought, including with external production houses, to create content for United Nations Television.

12. Throughout 2016, the Department produced several special editions of the flagship series *21st Century* to highlight priority United Nations themes and events. In September, a special programme on refugees and migrants was produced to draw global attention to the high-level meeting of the General Assembly on addressing large movements of refugees and migrants. In addition to programmes featuring interviews with senior United Nations officials, including the United Nations High Commissioner for Refugees and the Special Adviser on the Summit on Addressing Large Movements of Refugees and Migrants, the Television Section covered a story from Afghanistan on how people decide to migrate to another country or remain in their own. This feature has been used as part of the United Nations "Together" campaign and was screened at Headquarters to mark International Migrants Day.

13. In December, linking Human Rights Day and the International Day of Persons with Disabilities, a special programme on the rights of persons with disabilities was shared across broadcast and social media. The long-feature piece followed the lives of two autistic young men and their families in Paraguay over two decades. The film was also screened at an event at Headquarters to mark the tenth anniversary of the Convention on the Rights of Persons with Disabilities.

14. On the issue of climate change, the Department produced several short videos. One of these, created for the opening of the Climate Action Summit, held in September 2016, was screened in the General Assembly Hall and shared widely on social media. Another video, a compilation of messages from Member States confirming their commitment to ratifying the Paris Agreement, was produced and screened at the Summit in September. In addition, a short video marking the ratification by India of the Paris Agreement and a turning point in the Agreement's entry into force was shared widely across social media platforms, garnering thousands of views in record time owing to its retweeting by the Prime Minister of India.

15. The Television Section continued to produce videos in all six official languages that highlighted activities around the world connected to the achievement of the Sustainable Development Goals. Linked to international days on the United Nations calendar, the videos covered issues including good health and well-being, climate action, life underwater and life on land, and were widely shared on websites and social media. Feature stories for broadcast were also produced, covering issues highlighting elements of the Goals, ranging from the Zika health risk to United Nations support for the promotion of democracy and from protection of the endangered tiger to global efforts to protect citizens from fatal road accidents.

16. The Section continued to produce its regular products in the six official languages, namely, *United Nations in Action*, *United Nations Stories* and *Year in Review*. The 2016 edition of the latter was produced in various lengths to maximize its distribution and reach, particularly across social media. The *21st Century* series is produced in English, Chinese and French, with a new partnership for a Spanish version planned. Efforts continued to identify partners to produce Arabic and Russian versions. The Department also continued to be more responsive to the needs of partners by adjusting the periodicity and angle of stories. The distribution of the series continued to expand, and new broadcast partners were added on a regular basis, including a major African broadcaster, Channels TV of Nigeria, which reaches 25 million viewers in the immediate region and across the diaspora. Channels TV has the largest number of YouTube subscribers in Nigeria (more than a quarter of a million), with almost 23 million views registered in 2015.

17. The Department is actively working with the Department of Peacekeeping, the Department of Field Support and the Department of Political Affairs to explore how best to raise the profile of United Nations efforts in mediation, peacemaking and

peacekeeping through audiovisual means. Ahead of the International Day of Peacekeepers on 29 May, plans are under way for an ongoing production partnership with audiovisual staff at United Nations peace operations to ensure that important stories highlighting the work being undertaken in the field are brought to international audiences.

18. To mark the International Decade for People of African Descent, several videos were produced and shared across all platforms in all six official languages, including stories from Brazil and India on descendants of slaves. Another objective of the Department's video production is to reveal the lesser-known aspects of the work of the United Nations system; for example, a story on how nuclear medicine is being used to neutralize mosquitoes that carry the Zika virus.

19. In line with the latest technologies, television products are now digitally watermarked using Civolution technology, providing information to the Department on how its products are being utilized by partner broadcasters.

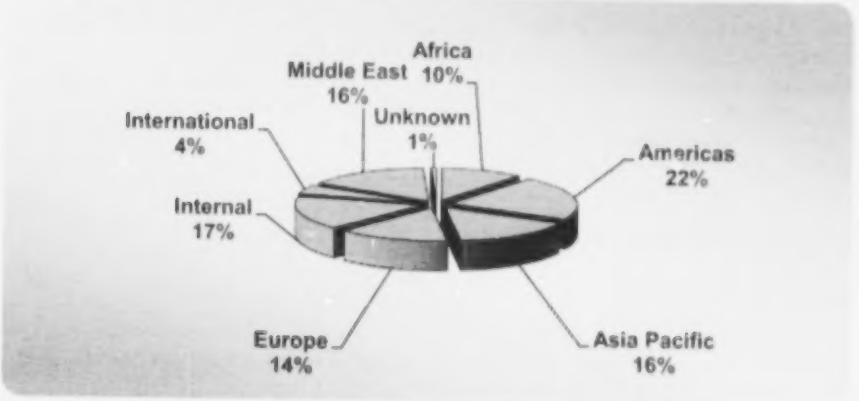
**Live coverage**

20. The Department provided to broadcasters gavel-to-gavel, broadcast-quality live feeds of the meetings of the General Assembly, the Security Council and other intergovernmental bodies and major events, as well as press conferences and encounters at Headquarters and the United Nations Office at Geneva. International conferences sponsored by entities of the United Nations system were also covered. In addition, coverage of all meetings of the Assembly and the Council was streamed live on United Nations Web TV in all six official languages and the original or floor language.

**UNifeed**

21. UNifeed, which provides timely broadcast-quality video from throughout the United Nations system, delivered video news stories through Associated Press Television News to more than 1,000 broadcast points globally, with content from Headquarters and more than 40 partner agencies, funds and programmes as well as peacekeeping missions. Select stories were also distributed by Reuters TV and the European Broadcasting Union. Reuters provides video news packages to more than 650 broadcasters, with a potential reach of 1 billion viewers. The Union is a confederation of 85 broadcasters from 56 countries, and 37 associate broadcasters.

Figure I
**UNifeed clients by region, November 2016**



22. UNifeed provides broadcast-quality videos on its website for smaller broadcasters, most of them in Africa, that are not subscribers of Associated Press Television News or Reuters TV. Registered users include media professionals, government agencies, non-governmental organizations and educational institutions. Some downloaded UNifeed stories are redistributed through registered users' online and social media platforms. New partners are actively being sought as demand grows for shorter format stories.

23. Stories were used an average of 6,335 times per month by major broadcasters, as registered by Teletrax. This indicates an increase in usage of 32.1 per cent compared with the previous year.

24. During the reporting period, UNifeed coverage of Hurricane Matthew in Haiti received exceptionally high pick-up, while the appointment process of the new Secretary-General, the Zika emergency and the conflicts in South Sudan and the Syrian Arab Republic were also among the most downloaded and repurposed stories.

### Webcasting

25. The Department continued to seek ways to improve and expand the Organization's live and on-demand webcast services in order to directly reach a global audience on multiple web platforms and mobile devices and in multiple languages. All major meetings of the United Nations in New York, Geneva and The Hague, as well as press briefings, media stakeouts, special events and conferences, were covered live and on-demand through United Nations Web TV, some in all six official languages.

26. During the reporting period, United Nations Web TV made available more than 40,000 videos that were accessible to people worldwide through desktops and mobile and handheld devices.

27. The Department made efforts to strengthen the services provided by United Nations Web TV, particularly its multilingual capacity. In addition to the existing live webcast coverage in all languages, the Department began, during the seventy-first session of the General Assembly (in September 2016), to make available on the Web TV website on-demand videos of Assembly and Security Council meetings in all six official languages. Depending on the availability of language resources, the Department will continue to work towards language parity with respect to webcast coverage of all mandated events.

### United Nations channel on YouTube

28. At the end of 2016, the audience of the United Nations channel on YouTube (www.youtube.com/unitednations) exceeded 26 million, reflecting a 33 per cent increase compared with the previous year. The number of subscribers to the channel has grown to more than 114,600. A round-the-clock live-streaming channel is available on the channel, engaging users who have provided comments and shared views.

## C. Photos and audiovisual archives

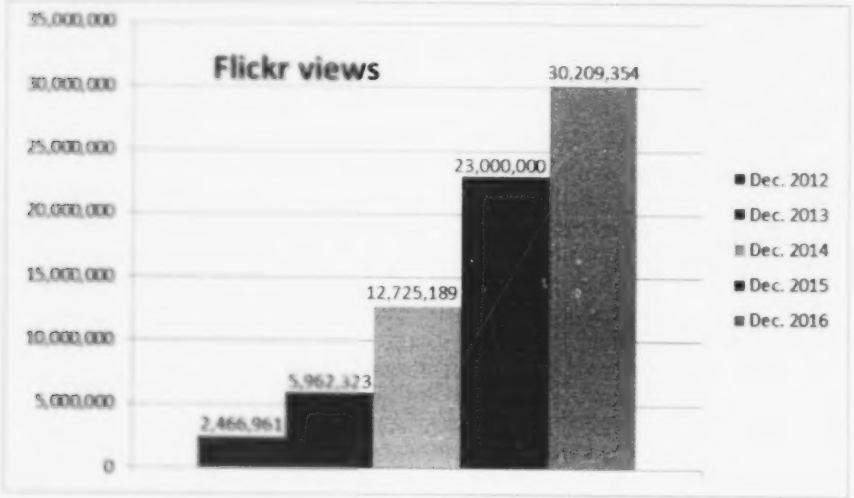
### United Nations Photo

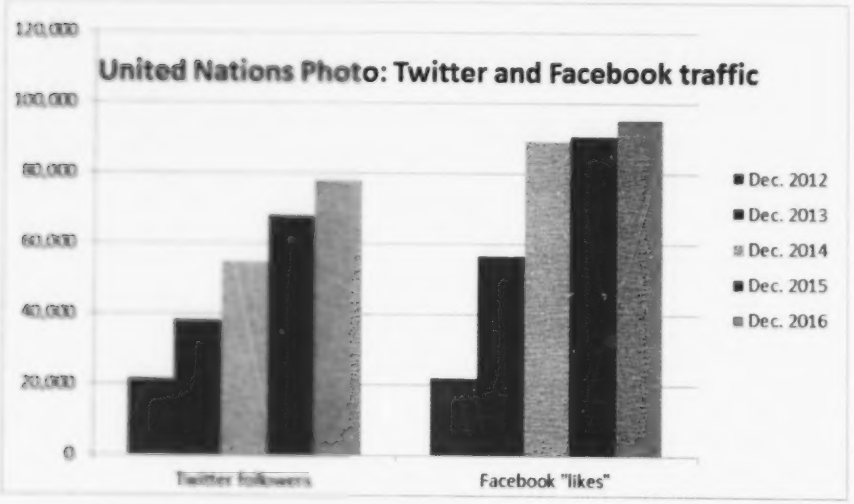
29. During the reporting period, some 5,700 high-resolution images were selected and made available to the public on the United Nations Photo website. In total, approximately 29,000 images were added to the photo database.

30. Visitors from around the world downloaded more than 140,000 high-resolution photos for further publication and distribution and other uses. This represents an increase of 20 per cent compared with the previous reporting period, as the Department promoted its photos through its social media accounts and those of other United Nations offices, such as the United Nations information centres and the various flagship accounts in the official languages. The United Nations Photo library receives more than 8,000 requests annually from Permanent Missions to the United Nations, publishing companies and members of the public for content from its database.

31. The United Nations Photo website also registered more than 3 million unique page views during the reporting period, and its social media channels continued to be a popular place for users to find photos of both current and past events (see figure II).

Figure II
**United Nations Photo content on social media platforms**



### Audiovisual archives and library services

32. The Department began to implement a five-year digitization project aimed at preserving the unique audiovisual heritage of the United Nations and providing access to it for present and future generations. The project, funded through a donation of $4.5 million by Oman, will involve the mass digitization of some 70 per cent of the audiovisual archives of the Organization.

33. The Department hired archivists to establish workflows for metadata management and quality assurance procedures for integration into the United Nations media asset management system and publication on the Audiovisual Library website. The website will be translated into the six official languages to make the audiovisual archives accessible to a worldwide audience.

34. The Department was engaged in discussions with the Office of Information and Communications Technology to ensure a secure backup system for disaster recovery, as well as the implementation of long-term audiovisual archive migration policies and procedures needed to support a sustainable and compliant archive information system.

35. The Department will continue to seek creative partnerships to fund the digitization of the entire collection and to ensure the long-term sustainable management of the Organization's audiovisual archives.

## D. Multimedia news production

36. As part of a rethinking of how United Nations content is shaped for consumption by multiple audiences across media platforms around the world, ranging from Member States to journalists to members of the public, a redesigned United Nations News multimedia website with a range of new functionalities was expected to be launched in early 2017. The project was to begin with the launch of the website in Russian and Spanish, which would be followed in its next phases by the other official languages and Kiswahili and Portuguese. Pooling the content generated by news teams in the Department — United Nations Radio and the United Nations News Centre — the new website would provide a consolidated presentation of United Nations news in a variety of media formats (text, audio, video and photo), with the aim of providing a comprehensive and engaging experience for the audience. New kinds of digital tools would be introduced, including timelines and story maps. One example is the curation of content increasingly used by external digital media outlets, called "In Case You Missed It", which provides a look back at noteworthy news developments in the United Nations system during the previous two weeks. In addition, a working prototype of United Nations News Stream was to be launched. The interactive website would provide a real-time display of United Nations News products as they were posted, along with consolidated views from social media channels.

### United Nations News Centre

37. In advance of the launch of the redesigned consolidated website, the multilingual United Nations News Centre portal provided timely, accurate and balanced news coverage of the latest developments in the United Nations system in all six official languages, as well as a range of multimedia content and in-depth resources. In doing so, it coordinated with relevant substantive offices and departments and the Office of the Spokesperson for the Secretary-General.

38. The News Centre portal was designed to be a go-to place for highlighting a coordinated view of the work of United Nations agencies in the field, including on

crises such as Zika or combating and preventing sexual exploitation and abuse; on campaigns such as "Together", on fighting xenophobia against refugees and migrants; and on work being carried out in United Nations country and regional offices, especially on issues such as the Sustainable Development Goals that extend beyond the immediate news cycle.

39. During the reporting period, the United Nations News Centre portals in all six official languages received more than 13.3 million page views, averaging about 1.1 million views per month. Unique visitors to the news portals in all languages totalled more than 5.3 million for the year, or approximately 435,000 per month. The most-read English-language news story for the year, the appointment of António Guterres as Secretary-General, garnered more than 44,500 page views from the time of its publication on 13 October 2016 through the end of the year. The French-language news portal experienced the largest increase in the number of page views, which rose by 6 per cent to 536,886. The Spanish- and English-language news portals also experienced steady growth in the number of their users, which rose 7 per cent compared with the same period last year.

40. In addition to breaking news, the United Nations News Centre portals covered a broad range of issues and developments. These outputs were posted on the portals and included "In focus" pages, which continued to serve as a "one-stop shop" for information on a variety of topical United Nations themes and issues. "In focus" pages were created for the topic of refugees and migrants and for the new Secretary-General, while existing pages were updated regularly.

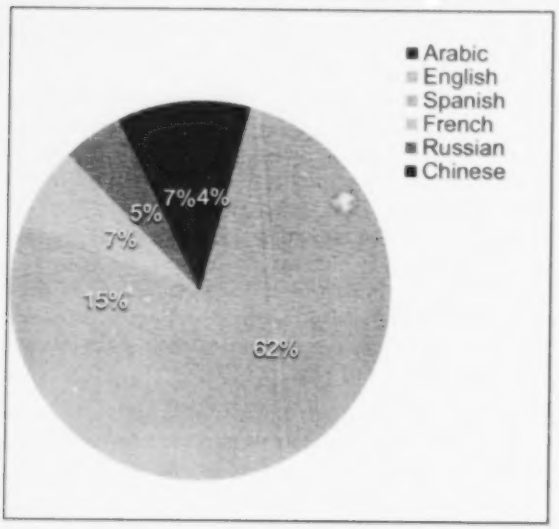
41. The "In focus" page on the United Nations response to cholera in Haiti contained a range of multilingual content designed to highlight what the United Nations system is doing in relation to the epidemic both internationally and on the ground, using both hard news and multimedia features. The issue also proved to be a useful example of how news teams collaborated across languages and platforms to provide a constant source of information products that focused on the United Nations response.

42. The News Centre portal spotlighted senior United Nations officials in high-profile interviews across languages, introduced newly appointed senior officials on key issues, and often featured United Nations agency officials from crisis zones. As part of the drive to highlight the role that women play in the United Nations, effort was made to ensure that the portals regularly featured prominent content reflecting the role of women in key positions, and that gender perspectives on issues were included wherever possible.

43. Of particular note has been the increased production of microvideos for news, to illustrate stories and to feed social media platforms across all languages. These short news items are included within daily multimedia news coverage, as they play an important role in highlighting United Nations news on social media. For example, the Arabic Unit quickly produced an Arabic-language version of raw video footage from the Syrian Arab Republic, which significantly amplified United Nations messages in the Arabic-speaking world. These microvideos are used on social media, with a high number of "likes" and shares across various platforms.

44. There was continued growth on social media, with the number of Twitter followers of the United Nations News Centre (English) surpassing the milestone of 250,000, while the number of Facebook followers edged up to 415,000. United Nations News Centre (English) Facebook fans engaged most with stories related to the appointment process of António Guterres, which reached more than 570,000 people.

Figure III
**United Nations News Centre page views by language, 2016**




**United Nations Radio**

45. While there is a strong emphasis on increased digital production of content, the provision of services to United Nations Radio partners continues, with a mix of news and feature reports in the six official languages, plus Kiswahili and Portuguese, highlighting the value of radio in reaching audiences in many countries and regions.

46. Alongside this effort, and on the basis of industry trends and feedback, initiatives have been taken to explore how best to serve partners in the light of their own media landscapes and audience needs and developments in media technologies. Capitalizing on changing media technologies, United Nations audio content is increasingly shared on platforms such as SoundCloud and Facebook, including the live-stream option, and through new magazine programmes, encouraging engagement by audiences. Given the predisposition of audiences to use mobile devices, even where digital media is less accessible, United Nations Radio expanded its output across all languages to include all media formats: audio, video and social media.

47. In that context, United Nations Radio partners, together with television clients, were surveyed in November and December 2016 to obtain a better sense of what their needs are and how best to meet them. The initial feedback resulting from the study demonstrated the changing trajectory of listening habits, the need for timeliness, the importance of storytelling and its relevance to people's lives, and the multimedia nature of consumption patterns.

48. Based on equitable geographical and language representation, as well as audience reach, with regard to the use of United Nations media products and services and feedback on them, the study involved interviews with staff from 56 radio stations in 43 countries and 8 television stations in 8 countries.

49. Clients overwhelmingly expressed satisfaction with United Nations broadcasting products as being timely, of high quality and a source of objective and diverse international news. They requested closer, more collaborative and reciprocal

relationships with language news teams at Headquarters. Another key finding was a preference for shorter audio segments and short videos, both for social media use and to meet clients' needs, which allowed for "mixing and matching" according to audience demand.

50. Smaller radio stations reported that, because of a lack of resources for the production of their own content, United Nations content was essential, since in many cases it was the sole source of international news.

51. Audio delivery of key messages of the United Nations continued to draw large audiences in several countries and regions and at peacekeeping missions, with a focus on peace and security, humanitarian operations, human rights and the Sustainable Development Goals. The Arabic Unit expanded its coverage of United Nations activities, especially those relating to the Middle East and North Africa region. Its website and social media channels have been a reliable source of information in Arabic for major media outlets. Many traditional media outlets rely increasingly on United Nations-produced stories for their coverage of United Nations activities. Multimedia elements produced by the Unit helped to broaden the reach of the Organization's message. The Unit also expanded cooperation with the permanent missions of Member States to the United Nations, sharing and retweeting content.

52. The Chinese Unit conducted live link-ups with China National Radio during prime-time national broadcasts on a regular basis and during the general debate of the General Assembly, as well as during Security Council meetings at which important resolutions were adopted. The Unit also began to produce video stories on a daily basis, especially for social media platforms, receiving positive feedback from its audience.

53. The English Unit launched a new podcast series entitled "The lid is on", which tackled key United Nations issues in a comprehensive manner in long-form audio. The episodes focused on violent extremism, HIV and AIDS, migration and human trafficking. The Unit continued to build partnerships with online and traditional broadcasters around the world, especially in developing countries. Some radio partners rebroadcast stories multiple times a day, reaching tens of millions of people, particularly in countries where Internet connectivity is poor or non-existent.

54. The French Unit continued to increase the number of its partnerships with broadcasters around the world, especially in developing countries, and also through collaborations with United Nations peacekeeping missions deployed in French-speaking countries. According to the first available data gathered through a recent study, audio programmes have reached more than 20 million francophone people. During the reporting period, French audio products were downloaded from the United Nations Radio website more than 301,000 times, up from 229,000 during the same period in 2015/16. Some of this is attributable to the increased use of social media platforms such as SoundCloud, Facebook and Twitter. In addition, the Unit was instrumental in producing French-language versions of videos for use on news and social media platforms across the United Nations system.

55. The Kiswahili Unit made significant gains by expanding the use of multimedia production (videos and photo stories) in its coverage and by streaming live on Facebook, which helped to increase the number of followers by 160 per cent to almost 175,000 during the six-month period through December 2016. The Unit succeeded in signing on seven new partners, including radio stations in the region and in the United States of America. Although technology is still a challenge in the target area, progress was made steadily as the number of page downloads of the website of Kiswahili Radio went up by more than 100 per cent from 2015 to 2016.

56. The Portuguese Unit produced a series of quote cards and graphics for social media on a range of United Nations issues, which were shared by United Nations agencies across lusophone countries, and by United Nations goodwill ambassadors and special rapporteurs and ministries for foreign affairs, as well as the Office of the United Nations High Commissioner for Human Rights. Engagement with audiences around the world increased dramatically, with the number of followers on Facebook rising by more than 85 per cent. One of the highlights on social media was the Facebook live event at the General Assembly on the appointment of the next Secretary-General, António Guterres. The Unit was instrumental in creating Portuguese-language versions of United Nations interviews and videos of the new Secretary-General and sharing them across the system.

57. More than 25 partnerships were established and revitalized during the reporting period, including an agreement with Rede HOPEM ("Men for Change") in Mozambique, a media network that promotes the elimination of violence against women and girls; *Globo Rural* magazine, for farmers and the agricultural sector; and TV Globo Internacional, which broadcasts to Portuguese-speaking people living abroad. The international channel serves more than 400,000 households and has 3.4 million fans on social media.

58. The Russian Unit increased its use of multimedia elements, such as videos, slideshows and quotes, as part of the updating of United Nations multimedia news production. The Unit provided content through traditional means, with partners in the Russian Federation as well as in Australia, Belarus, the Republic of Moldova and Ukraine. It widely covered a range of issues and themes, including the Sustainable Development Goals, climate change, the Syrian Arab Republic, Yemen and human rights. Its stories on female genital mutilation in post-Soviet republics, according to its partners, contributed to a rise in interest in that topic and public discussions of it in the Russian Federation. The coverage of the situation in Ukraine continued to generate interest among the Unit's audiences, especially because it now included not only news, feature stories and interviews, but also photos and videos.

59. In addition, the Russian Unit's social media accounts showed dramatic growth. For example, during the month of November 2016 alone, the total reach of the Unit's Facebook account grew by 127 per cent, page "likes" by 63 per cent, post engagements by 128 per cent and video views by 245 per cent. There were twice as many followers on Twitter compared with the previous year, and the Unit's presence on VKontakte as well as SoundCloud increased substantially. Especially popular was a project on the Universal Declaration of Human Rights, with all of its articles being posted on social media in the run-up to Human Rights Day on 10 December 2016. Russian programmes became a major source of information about the United Nations in the region, its materials being used by Russian outlets such as RIA Novosti, Interfax and RT, as well as major news websites in other post-Soviet countries.

60. The output of the Spanish Unit garnered tremendous interest, with more than 1,950 downloads per day by users around the world during the high-level segment of the General Assembly. Its website received 42,600 page views during the same period. The peace process in Colombia and the role of the United Nations in that regard was one of the stories that elicited the most interest, along with those related to key global crises, such as the conflict in the Syrian Arab Republic, the refugee crisis, Zika and the United Nations response to cholera in Haiti. Spanish-language audio programmes saw increased production and audience engagement. With average weekly downloads numbering 7,924, the increased use of social media platforms such as Facebook Live resulted in record-breaking audiences reached. As part of a more integrated approach, interviews with a number of Spanish-speaking Heads of State or Government who attended the high-level segment of the Assembly

were broadcast live on Facebook. The social media news platforms showed huge growth, with the number of Facebook followers growing by one third during an 11-month period.

## E. Press releases

61. As a key part of its news-related services, the Department's Meetings Coverage Section provided fast, accurate and comprehensive coverage of all open intergovernmental meetings and selected press conferences at Headquarters and other locations. Between July and December 2016, the Section produced 2,059 press releases, with 10,007 pages in English and French. This output comprised meetings coverage summaries (673), other press releases (1,162) and summaries and transcripts of briefings and press conferences (224).

62. Coverage was made available in hard copy at Headquarters and distributed to worldwide audiences online and through the United Nations information centres, and included:

(a) A total of 411 press releases relating to the main session of the General Assembly, including plenary meetings and meetings of the Main Committees, from mid-September to December 2016;

(b) A total of 376 press releases covering the Security Council, including ministerial-level meetings and substantive debates on conflicts and crises in numerous countries, as well as the non-proliferation of nuclear weapons, the international criminal tribunals, the protection of civilians, the trafficking of persons, and Council press statements;

(c) At least 40 press releases on the Economic and Social Council, including coverage of its substantive session held at Headquarters in 2016;

(d) A total of 1,162 other press releases, including statements, remarks and messages from the Secretary-General and the Deputy Secretary-General, as well as materials from other United Nations offices and departments.

Table 1
**Total output of the Meetings Coverage Section**

| | *1 July-31 December 2016* | | *Seventy-first session, 14 September-23 December 2016* | |
|---|---|---|---|---|
| | *No. of press releases* | *No. of pages* | *No. of press releases* | *No. of pages* |
| General Assembly meetings | 426 | 4 780 | 400 | 4 650 |
| Security Council meetings | 200 | 1 729 | 156 | 1 433 |
| Economic and Social Council meetings | 40 | 413 | 10 | 17 |
| Other meetings | 7 | 65 | 4 | 39 |
| **Meetings coverage** | **673** | **6 987** | **570** | **6 139** |
| General Assembly press releases | 15 | 34 | 11 | 11 |
| Security Council press releases | 176 | 263 | 90 | 137 |
| Economic and Social Council press releases | 0 | 0 | 0 | 0 |
| Secretary-General's press releases | 783 | 1 102 | 531 | 768 |
| Deputy Secretary-General's press releases | 48 | 124 | 34 | 84 |

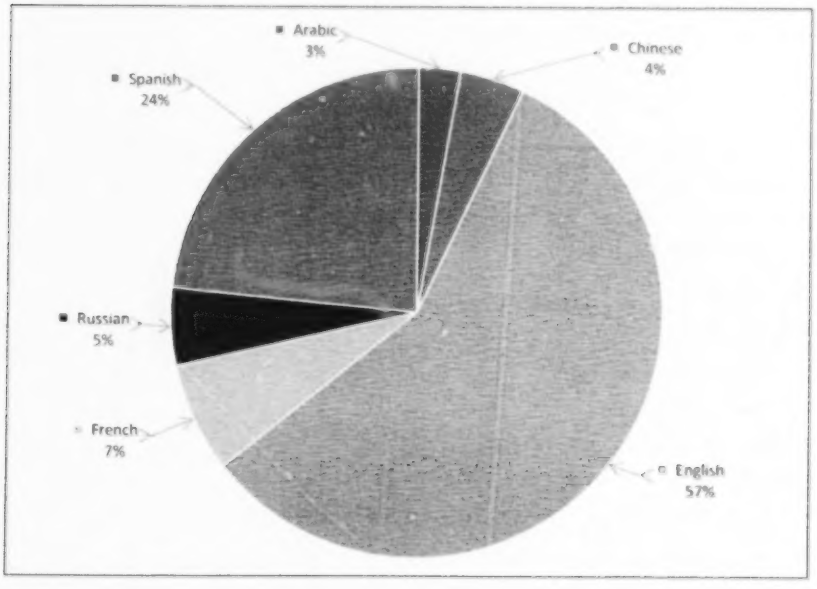
| | 1 July–31 December 2016 | | Seventy-first session, 14 September–25 December 2016 | |
|---|---|---|---|---|
| | *No. of press releases* | *No. of pages* | *No. of press releases* | *No. of pages* |
| Other press releases | 140 | 185 | 68 | 89 |
| **Press releases** | **1 162** | **1 708** | **734** | **1 089** |
| Noon briefings | 212 | 1 283 | 128 | 787 |
| Press conferences | 12 | 29 | 6 | 15 |
| **Briefings** | **224** | **1 312** | **134** | **802** |
| **Total** | **2 059** | **10 007** | **1 438** | **8 030** |

# III. United Nations website

Table 2
**United Nations website traffic by language, 1 January-29 November 2016**

| *Language* | *Session* | *Users* | *Page views* | *Pages per session* |
|---|---|---|---|---|
| Arabic | 1 657 144 | 1 149 470 | 3 754 619 | 2.27 |
| Chinese | 2 150 650 | 1 618 697 | 5 860 906 | 2.73 |
| English | 32 937 203 | 20 048 970 | 78 721 447 | 2.39 |
| French | 4 403 150 | 2 896 474 | 9 954 026 | 2.26 |
| Russian | 3 187 769 | 1 991 335 | 7 056 471 | 2.21 |
| Spanish | 16 253 057 | 11 460 837 | 32 265 098 | 1.99 |
| **Total** | **60 588 973** | **39 165 783** | **137 612 567** | **2.31** |

Figure IV
**United Nations website page views by language, 1 January-29 November 2016**



63. During the reporting period, the Department improved and increased the volume of its content in all six official languages on the United Nations mega-website (www.un.org). The Department worked to extend consistent and harmonized visual branding across the site and to introduce new features such as the mobile photo upload interface available on the redesigned website of the President of the General Assembly. In its role of managing website governance, the Department published standards for website multilingualism in terms of all official languages in order to reach a wider audience. Partnership agreements for translation into Chinese have been strengthened, with new partnerships established with three universities in China (Soochow University, Shanghai International Studies University and East China Normal University), in order to improve language parity on United Nations websites.

64. Coverage for new United Nations observance days was launched through the development of new websites in all six official languages, including for World Diabetes Day (14 November), World Tsunami Awareness Day (5 November), the World Day of Remembrance for Road Traffic Victims (third Sunday in November) and International Civil Aviation Day (7 December). Twenty existing United Nations observance day websites were also updated to reflect new United Nations website branding that is mobile-friendly and fully accessible. A redesigned and updated version of the "Global issues" section of www.un.org, which explains in depth the Organization's approach to 18 distinct issues on the global agenda, was migrated to the new design with the latest data, improved multimedia and better illustrations, including infographics.

65. The Department provided ongoing support for the website presences of the main United Nations bodies. A new-look General Assembly website was launched in time for the seventy-first session. The site is fully multilingual and has been redesigned to be mobile-friendly and compatible with the new United Nations web brand. The website of the President of the General Assembly was also relaunched in an updated design that improves the presentation of the key priorities of the President of the Assembly, such as achieving the Sustainable Development Goals, and the appointment process of the Secretary-General. The latter was also reflected on the website of the Secretary-General, which underwent a substantial modification with the introduction of new digital and design elements, while ensuring that content could be regularly updated in multiple languages. The Department also launched a new, fully redesigned and multilingual version of the website of the Security Council Committee established pursuant to resolution 1540 (2004).

## IV. Social media (multilingualism)

66. Given the ever-increasing popularity of video as a source of United Nations digital messaging, the Department has continued to focus on the production of video content in all official languages, especially for dissemination on regionally appropriate social media platforms. For example, the Russian United Nations channel on YouTube has continued to demonstrate solid growth, tripling its number of views over the past 12 months. The Spanish YouTube channel has reached the milestone of 3 million views, with an increase of 100 per cent over the past 12 months, and the French channel has shown a steady 8 per cent annual increase, now reaching 864,000 views.

67. The Department began live video streaming on social platforms, which proved to be a popular way to digitally promote the United Nations. For example, followers watching the informal dialogues with candidates for the post of Secretary-General generated 25 million "likes". More than 800 short videos were uploaded to the

smartphone apps of Weishi, Miaopai and Meipai, which were viewed 800 million times. At least 1,600 United Nations videos translated into Chinese were uploaded to the Chinese-language United Nations channels on Youku, Tudou, Sina Video and Tencent Video, which resulted in approximately 52 million views.

68. The Department's multilingual social media activity continues to build a sizeable audience. The official United Nations Arabic-language Twitter account has seen an increase in the number of its followers of more than 40 per cent to over 280,000, while the number of followers of the official United Nations Arabic-language Facebook account has grown to 376,000. On Sina Weibo, a popular Chinese-language microblogging platform, the United Nations channel now reaches more than 8 million followers, the highest among all United Nations social media outlets. In addition, the current number of United Nations WeChat subscribers has reached more than 347,000.

69. French-language social media are growing at an annual rate of around 5 per cent, and there are now more than 111,000 French-speaking followers of the United Nations flagship Twitter account and at least 263,000 French-speaking Facebook fans. The Spanish-language Twitter account has reached 672,000 followers, reflecting a 26.7 per cent annual increase, and the Spanish-language Facebook account has reached 355,179 followers, a 15 per cent annual increase.

## V. Other services

### Services to the media: media accreditation and liaison

70. Between August and December 2016, the Department's Media Accreditation and Liaison Unit processed approximately 4,200 media accreditation requests to cover events held at Headquarters, including the general debate of the General Assembly at its seventy-first session, the high-level meeting of the General Assembly on addressing large movements of refugees and migrants, and other high-level events. The Unit also processed more than 300 media accreditation requests to cover the Global Conference on Sustainable Transport.

71. From August to December, the Media Accreditation and Liaison Unit provided information and logistical assistance for more than 200 stakeouts and press briefings, attended by some 2,800 journalists. It facilitated media coverage of more than 150 bilateral meetings and photo opportunities with the Secretary-General. The Unit also distributed information and key documents to members of the press and other clients through e-mail and its Twitter account, which at present has approximately 37,000 followers.

72. Given the continuing need to support the press corps covering the United Nations, a new website for the Media Accreditation and Liaison Unit was launched. It is fully multilingual and mobile-friendly and conforms to the latest United Nations web branding. To streamline the accreditation application process, the Department collaborated with the Department for General Assembly and Conference Management to expand the capabilities of the e-accreditation system, making media accreditation an entirely online process.

### News monitoring

73. With the aim of informing and guiding the work of the Organization at all levels, the Department monitored global media coverage of the United Nations and major international issues related to its mission. The daily clippings and news bulletins on the latest developments in the world are distributed to the Secretary-General, senior officials and staff at the Secretariat and are published on iSeek.

74. The Department is reviewing its news monitoring products and the underlying technology to improve their relevance and timeliness and to provide remote access across various platforms away from the office and in the field.

**Partnerships**

75. During the reporting period, the Department launched partnerships with two airlines, Finnair and Xiamen Airlines. Both will use United Nations Television and other United Nations-produced media products in their in-flight entertainment offerings. Xiamen Airlines also agreed to show United Nations-produced content in its airport lounges, to include United Nations content in its in-flight magazine and to paint one of its newest aircraft with a design reflecting its support for the Sustainable Development Goals. In addition, the Department partnered with Iberoamerican University of Mexico to produce a Spanish-language version of *21st Century*, enabling the Department to reach new audiences in Spanish-speaking regions. The Department continues to explore multiple avenues in order to co-produce other language versions of United Nations Television programmes, including in Arabic and Russian.

## VI. Conclusion

76. The Department will continue to examine its news and media services to ensure the highest standards of quality and the maintenance of timely, accurate and balanced news reporting in all six official languages, as well as Kiswahili and Portuguese. As industry standards and consumption patterns change, the Department will adapt its products and services accordingly, while bearing in mind that traditional media are still an important form of media in many parts of the world.

77. Great progress has already been made by the Department in aligning its news teams across languages to make the most impact for its audiences and to continue its commitment to multilingualism. Radio and television products have been adapted to new formats and shared on both traditional and new media platforms to reach the widest possible audiences.

78. The audience impact study conducted recently by the Department confirmed that many of its products are often the only source of information available about the work of the Organization in some countries and areas, and that programmes need to be adjusted to fit the way news is consumed as well as the broadcasting schedules of partners, to make them shorter pieces that are informative and engaging. The Department will continue to review the recommendations resulting from the study as well as the feedback received from broadcast partners to ensure that its products remain useful and relevant, while initiating new partnerships to expand the reach of its news and media content to new audiences.

79. The digitization of the Organization's audiovisual archives is well under way and continues to be of great importance to the Department. In an effort to find the most effective means to preserve this invaluable collection, the Department has been looking at best practices of other institutions known for their preservation and archival expertise.